Information Design Scoring Rubric

1. Identifying Purpose

The writer has explicitly identified the purpose of the visual report in the beginning of the document and has consistently maintained that aim throughout the document.

Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

2. Identifying Audience

The writer has identified the target audience for the visual report in the beginning of the document, and addressed the target audience consistently throughout the document.

ery Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

3. Design of Visuals

The writer has created data visualizations that are visually engaging, accurate, clear, fair, and appropriate for the argument the document makes.

Strongly Agree	rongly Agree	Agree	Disagree	ongly Disagree	ery Strongly Disagree
6	5	4	3	2	1

Notes:

4. Use of Visuals

The writer has included data visualizations that are relevant to the document's argument and positioned them in the document where they usefully support specific points in the argument.

Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

5. Analysis of Visuals

The writer integrated data visualizations into the argument through clear and accurate analysis of the data the visuals represent.

Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

6. Document Design

The writer has effectively applied principles of document design to create a report that is visually appealing and easily readable by the target audience.

Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

7. Holistic Score

Overall, the writer effectively integrated accurate and appealing data visualizations into an argument, analyzed that data to support that argument, and created a document designed for readability.

Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes: